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**Addendum #1**  
**File # 17-0030**  
**Public Awareness Information & Media Purchasing Services**

Here are the answers to questions received prior to the November 23, 2016 deadline:

1. Are you currently working with an agency? Which agency?  
A1. Out There Advertising is currently ComfortSystems' Public Awareness Agency
2. Why is this opportunity out for bid?  
A2. The current contract ends in 2016.
3. Is the incumbent agency being considered for this work?  
A3. Yes, if they submit a bid.
4. In #2. Budget, it states:  
*Agency budgets to develop and deliver public information to customers and residents are expected to remain steady at approximately \$70,000 per year. Most of the agency budget is spent on media for messages.*  
Does this budget include both paid media, creative and agency services?  
A4. Yes, it includes paid media, creative and agency services.
5. How have you determined that a majority of budget should go toward media? Will you share that research or insight?  
A5. We relied on the recommendations of our current agency.
6. Is it required that a majority of the budget should go to media?  
A6. We work with the agency to prepare a marketing plan for the year. We discuss our goals and the options to reach them with our agency. They make recommendations and we decide which ones to implement.
7. Would the agency be expected to create the assets for media or would existing creative be used?  
A7. Existing assets will be available. We use creative every year to update content and promote new public awareness campaigns.
8. Do you anticipate using the same campaign creative for the three year contract?  
A8. We expect there will be a mix of existing campaign creative and new going forward.
9. What (if any) additional budget is available for research?  
A9. At this time there is no additional budget for research. Funds for research would come out of the Agency budget.

10. What is the timeline for this project to begin?

A10 We plan to select the agency for this work in December 2016 and expect to start work in January 2017.

Please acknowledge receipt of this Addendum by including a copy with your proposal.

Posted: November 30, 2016.